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ECONOMIC DEVELOPMENT COALITION  
OF **SOUTHWEST INDIANA**

August 2015

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## Southwest Indiana News



### *Indiana's Great Southwest - Reach For the Sky!*

As August 31st marks the deadline to submit proposals for Indiana's Regional Cities Initiative, an aggressive quality of place push to attract talent to two selected Indiana regions, Team Southwest Indiana is preparing a plan that will meet and exceed all of the requirements put forward by the Indiana Economic Development Corporation (IEDC).

The Coalition has taken the lead in managing the process and along with *Lochmueller Group* has retained the combined services of *Garner Economics* and *VPS Architecture* to craft the proposal. [The Coalition](#) helped to establish a 25-member steering committee and a more than 70-member working group from the four-county region to collectively select projects that fit the criteria of the initiative.

The plan allows a minimal framework and encourages tomorrow's future Southwest Hoosier's to "reach for the sky," a key phrase from pull-toy 'Sherriff Woody' in Pixar's animated movie *Toy Story*. "The youth who watched this movie in the 90's are tomorrow's workforce we are wanting to attract and retain," states Greg Wathen. "The projects in the Southwest Indiana Regional Cities Plan need to be attractive and functioning to younger people in the workforce." To dream big and reach for the sky is how Southwest Indiana is approaching the project.

According to Pew Research Center more than one-in-three (1/3) American workers today are Millennials (adults ages 18 to 34); and, have surpassed Generation X to become the largest share of the American workforce. Wathen stated, "to ignore and not plan for the future would be foolish and

### BUSINESS FOCUS



#### Mulzer Crushed Stone

Since 1935, *Mulzer Crushed Stone, Inc.* has been producing and delivering thousands of tons of sand, gravel and crushed stone for construction projects throughout the Tri-State area each year. The company has been involved in projects such as Interstates 69, 64 and 164, *Alcoa Warrick Operations*, *Toyota* and the Lloyd Expressway.

Mulzer employs 465 workers in Southwest Indiana.

Visit [www.mulzer.com](http://www.mulzer.com) for more information.

detrimental to the region's current positive flow of development."

Evansville, the economic hub of Southwest Indiana was recently named fifth in [Business Review USA's Top 10 places to do business \(p.24\)](#). This is something local business owner and millennial, Alissa Fricke of *Thrive Marketing Strategies* already knows. "I've started a business here because I see the opportunity of this market. I'm also here because, although I would like more options for entertainment and culture, I see the positive momentum toward that environment and, I'm happy to be engaging in the conversation."

The strategy of Indiana's Great Southwest is building a new frontier for talent through innovation, creativity and entrepreneurship and with the help of Regional Cities it will happen.

## Community Development News

### *A New Street Scape for Boonville's Square*



There is a new look to the square in Boonville with the summer's removal of three

delapidated buildings. As part of the community's Downtown Master Plan, the structures, formerly located at 130, 132 & 134 W. Locust Street were deemed unsafe and had deteriorated to the point the community had to anchor supports to the side wall to prevent further weakening and collapse into the street.

A Community Development Block Grant (CDBG) in the amount of \$250,000 was secured for the community which also contributed \$102,000 to the project. The structure was quickly removed and the area is being prepared to serve as a pocket park for the public.

### *Logistics Summit kicks off with Colts Monday Night Football Tailgate Reception*



There is something for everyone at the 2015 Indiana Logistics Summit as top executives from Google, GE Aviation, Indianapolis Colts, Fair Oaks Farms, NCAA, Harvard

Business School, IndyCar and others will be featured speakers at the 13th annual event on Tuesday, Sept. 22, in

## Economic Indicators % of millennials (18-24) within MSA

### WITHIN INDIANA

Indy-Carmel- 8.9%  
Evansville, IN-KY- 9.4%  
Ft. Wayne - 9.2%  
S. Bend-Mishawaka- 10.6%

### PEER COMMUNITIES

Chattanooga, TN - 9.2%  
Davenport-Moline IA - 8.6%  
Peoria, IL - 8.8%  
Spartanburg, SC- 9.7%

Source: Stats America 2014

the Indiana Convention Center. For more information or to register online, visit [www.indianalogistics.com](http://www.indianalogistics.com).

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Economic Development Coalition of Southwest Indiana  
318 Main Street | Suite 400 | Evansville, Indiana 47708  
[www.southwestindiana.org](http://www.southwestindiana.org)

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